Cameras

Instant Savings December 1-7, 2025





| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|------------------------------------------------|----------------------------|------------------|---------------|--------------------------------|
| α1 Body Only - Black | ILCE1/B | \$6,19999 | \$500 | \$5,69999 |
| α 7R V Body Only - Black | ILCE7RM5/B | \$4,19999 | \$900 | \$3,29999 |
| α7S III Body Only - Black | ILCE7SM3/B | \$3,99999 | \$300 | \$3,69999 |
| α 7R IV Body Only - Black | ILCE7RM4A/B | \$3,69999 | \$700 | \$2,99999 |
| | ILCE7CR | \$3,39999 | \$200 | \$3,19999 |
| | ILCE7M4K/B | \$2,89999 | \$700 | \$2,19999 |
| | ILCE7M4/B | \$2,69999 | \$700 | \$1,99999 |
| α7C II + 28−60mm Zoom Lens - All Colors | ILCE7CM2L | \$2,79999 | \$200 | \$2,59999 |
| α7C II Body Only - All Colors | ILCE7CM2 | \$2,49999 | \$200 | \$2,29999 |
| ZV-E1 + 28–60mm Zoom Lens - All Colors | ILCZVE1L | \$2,79999 | \$300 | \$2,49999 |
| ZV-E1 Body Only - All Colors | ILCZVE1 | \$2,49999 | \$300 | \$2,19999 |
| α7 III + 28−70mm Zoom Lens | ILCE7M3K/B | \$2,19999 | \$500 | \$1,69999 |
| α7 III Body Only - Black | ILCE7M3/B | \$1,99999 | \$500 | \$1,49999 |
| α 6700 + 18−135mm Zoom Lens - Black | ILCE6700M/B | \$1,99999 | \$100 | \$1,89999 |
| α 6700 + 16−50mm Zoom Lens - Black | ILCE6700K/B OR ILCE6700L/B | \$1,69999 | \$100 | \$1,59999 |
| α 6700 Body Only - Black | ILCE6700/B | \$1,59999 | \$100 | \$1,499 ⁹⁹ |
| α6400 + 18−135mm Zoom Lens - Black | ILCE6400M/B | \$1,49999 | \$250 | \$1,249 ⁹⁹ |
| α6400 + 16−50mm Zoom Lens - Black | ILCE6400K/B | \$1,19999 | \$250 | \$949 ⁹⁹ |
| α6400 Body Only - Black | ILCE6400/B | \$1,09999 | \$250 | \$84999 |
| α6100 + 16−50mm & 55-210 Lenses - Black | ILCE6100X/B | \$1,19999 | \$200 | \$99999 |
| α6100 + 16−50mm Zoom Lens - Black | ILCE6100K/B | \$94999 | \$150 | \$79999 |
| α6100 Body Only - Black | ILCE6100/B | \$84999 | \$150 | \$69999 |
| ZV-E10 + 16–50mm Zoom Lens - All Colors | ILCZVE10K OR ILCZVE10L | \$89999 | \$100 | \$79999 |
| ZV-E10 Body Only - All Colors | ILCZVE10 | \$79999 | \$100 | \$69999 |
| ZV-E10 II + 16–50mm Zoom Lens - All Colors | ZVE10M2K | \$1,29999 | \$200 | \$1,09999 |
| ZV-E10 II Body Only - All Colors | ZVE10M2 | \$1,19999 | \$200 | \$99999 |

Cameras

Instant Savings December 1-7, 2025



| | Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|-----------------|----------------------------------|--------------|-----------------------|---------------|--------------------------------|
| Cinema Line | FX2 + XLR Handle Unit | ILMEFX2 | \$3,39999 | \$300 | \$3,09999 |
| | FX2 Body Only | ILMEFX2B | \$2,99999 | \$300 | \$2,69999 |
| | FX3 Body Only | ILMEFX3A | \$4,29999 | \$300 | \$3,99999 |
| | FX30 + XLR Handle Unit | ILMEFX30 | \$2,49999 | \$300 | \$2,19999 |
| | FX30 Body Only | ILMEFX30B | \$2,09999 | \$300 | \$1,799 ⁹⁹ |
| Point and Shoot | ZV-1F Vlog Camera - All Colors | ZV1F | \$59999 | \$100 | \$49999 |
| | Sony ZV-1 Camera - All Colors | DCZV1 | \$89999 | \$100 | \$79999 |
| | Sony ZV-1 II Camera - All Colors | ZV1M2 | \$1,04999 | \$150 | \$89999 |
| | RX100 VII | DSCRX100M7/B | \$1,699 ⁹⁹ | \$100 | \$1,599 ⁹⁹ |

Lenses

Instant Savings December 1-7, 2025



Full-frame **E-Mount Lenses**



| FE 12-24mm F2.8 GM SEL1224GM \$3,249°° \$100 \$3,149°° FE PZ 28-135mm F4 G OSS SELP28135G \$2,999°° \$100 \$2,899°° FE 000-400mm F4.5-5.6 GM OSS SEL100400GM \$2,799°° \$100 \$2,199°° FE 50mm F1.2 GM SEL50F12CM \$2,299°° \$100 \$2,199°° FE 200-600mm F5.6-6.3 G OSS SEL200600G \$2,249°° \$100 \$2,099°° FE 16-35mm F2.8 GM SEL635GM \$2,199°° \$100 \$2,099°° FE 70-200mm F2.8 GM OSS SEL70000GM \$2,149°° \$100 \$2,099°° FE 70-200mm F2.8 GM SEL2470GM \$1,799°° \$100 \$1,599°° FE 24-70mm F2.8 GM SEL36716GM \$1,799°° \$100 \$1,699°° FE 24-mm F1.4 GM SEL3F14GM \$1,599°° \$100 \$1,499°° FE 35mm F1.4 GM SEL3F14GM \$1,599°° \$100 \$1,499°° FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL3F14GM \$1,499°° \$100 \$1,399° | Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------|------------------|---------------|--------------------------------|
| FE 100-400mm F4.5-5.6 GM OSS SEL100400GM \$2,799° \$100 \$2,699° FE 50mm F1.2 GM \$5,269°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,199°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$2,099°° \$100 \$1,599°° \$100 \$1,699°° \$100 \$1,699°° \$100 \$1,699°° \$100 \$1,699°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,499°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,399°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° \$100 \$1,299°° | FE 12-24mm F2.8 GM | SEL1224GM | \$3,24999 | \$100 | \$3,14999 |
| FE 50mm F1.2 GM SEL50F12GM \$2,299°° \$100 \$2,199°° FE 200-600mm F5.6-6.3 G OSS SEL200600G \$2,249°° \$100 \$2,149°° FE 16-35mm F2.8 GM SEL1635GM \$2,199°° \$100 \$2,099°° FE 70-200mm F2.8 GM OSS SEL70200GM \$2,149°° \$100 \$2,099°° FE 24-70mm F2.8 GM SEL2470GM \$1,799°° \$200 \$1,599°° FE 14mm F1.8 GM SEL14F18GM \$1,749°° \$100 \$1,699°° FE 24mm F1.4 GM SEL24F14GM \$1,599°° \$100 \$1,499°° FE 35mm F1.4 GM SEL35F14GM \$1,599°° \$100 \$1,499°° FE 35mm F1.4 GM SEL50F14GM \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL50F14GM \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL50F14GM \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL50F14GM \$1,499°° \$100 \$1,399°° FE 26-5mm F2.8 G SEL1625G \$1,399°° \$100 \$1,299°° <t< td=""><td>FE PZ 28-135mm F4 G OSS</td><td>SELP28135G</td><td>\$2,99999</td><td>\$100</td><td>\$2,89999</td></t<> | FE PZ 28-135mm F4 G OSS | SELP28135G | \$2,99999 | \$100 | \$2,89999 |
| FE 200-600mm F5.6-6.3 G OSS SEL200600G \$2,249% \$100 \$2,149% FE 16-35mm F2.8 GM SEL1635GM \$2,199% \$100 \$2,099% FE 70-200mm F2.8 GM OSS SEL70200GM \$2,149% \$100 \$2,049% FE 24-70mm F2.8 GM SEL2470GM \$1,799% \$200 \$1,599% FE 14mm F1.8 GM SEL34F14GM \$1,799% \$100 \$1,499% FE 24mm F1.4 GM SEL3FF14GM \$1,599% \$100 \$1,499% FE 35mm F1.4 GM SEL35F14GM \$1,599% \$100 \$1,499% FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499% \$100 \$1,399% FE 85mm F1.4 GM SEL55F14GM \$1,499% \$100 \$1,399% FE 50mm F1.4 GM SEL50F14GM \$1,499% \$100 \$1,399% FE 26-25mm F2.8 G SEL625G \$1,399% \$100 \$1,349% FE 24-105mm F4 G OSS SEL2450G \$1,349% \$100 \$1,249% FE 24-20mm F2.8 G SEL2450G \$1,349% \$100 \$1,249% FE 24-50mm | FE 100-400mm F4.5-5.6 GM OSS | SEL100400GM | \$2,79999 | \$100 | \$2,69999 |
| FE 16-35mm F2.8 GM SEL1635GM \$2,199** \$100 \$2,099** FE 70-200mm F2.8 GM OSS SEL70200GM \$2,149** \$100 \$2,049** FE 24-70mm F2.8 GM SEL2470GM \$1,799** \$200 \$1,599** FE 14mm F1.8 GM SEL34F18GM \$1,799** \$100 \$1,699** FE 24mm F1.4 GM SEL35F14GM \$1,599** \$100 \$1,499** FE 35mm F1.4 GM SEL35F14GM \$1,599** \$100 \$1,499** FE 35mm F1.4 GM SEL35F14GM \$1,499** \$100 \$1,399** FE 35mm F1.4 GM SEL5F14GM \$1,499** \$100 \$1,399** FE 35mm F1.4 GM SEL5CF14GM \$1,449** \$100 \$1,399** FE 36mm F1.4 GM SEL5CF14GM \$1,449** \$100 \$1,399** FE 24-105mm F2.8 G SEL1625G \$1,399** \$100 \$1,299** FE 24-20mm F3.5-6.3 OSS SEL24105G/2 \$1,399** \$100 \$1,249** FE 24-20mm F2.8 G SEL2450G \$1,349** \$100 \$1,249** | FE 50mm F1.2 GM | SEL50F12GM | \$2,29999 | \$100 | \$2,19999 |
| FE 70-200mm F2.8 GM OSS SEL70200GM \$2,149°° \$100 \$2,049°° FE 24-70mm F2.8 GM SEL2470GM \$1,799°° \$200 \$1,599°° FE 14mm F1.8 GM SEL14F18GM \$1,749°° \$100 \$1,649°° FE 24mm F1.4 GM SEL24F14GM \$1,599°° \$100 \$1,499°° FE 35mm F1.4 GM SEL35F14GM \$1,599°° \$100 \$1,399°° FE 85mm F1.4 GM SEL55F14GM \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL55F14GM \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL55F14GM \$1,449°° \$100 \$1,399°° FE 25mm F2.8 G SEL1625G \$1,399°° \$100 \$1,349°° FE 24-105mm F2.8 G SEL24105G/2 \$1,399°° \$100 \$1,249°° FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,349°° \$100 \$1,249°° FE 27-6-35mm F4 G SEL256G \$1,349°° \$100 \$1,249°° FE 24-50mm F2.8 G SEL207G \$1,249°° \$100 \$1,499°° FE 20 | FE 200–600mm F5.6–6.3 G OSS | SEL200600G | \$2,24999 | \$100 | \$2,14999 |
| FE 24-70mm F2.8 GM SEL2470GM \$1,799** \$200 \$1,599** FE 14mm F1.8 GM SEL14F18GM \$1,749*** \$100 \$1,649*** FE 24mm F1.4 GM SEL24F14GM \$1,599*** \$100 \$1,499*** FE 35mm F1.4 GM SEL35F14GM \$1,599*** \$100 \$1,499*** FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499*** \$100 \$1,399*** FE 85mm F1.4 GM SEL5F14GM \$1,499** \$100 \$1,399** FE 50mm F1.4 GM SEL5F14GM \$1,499** \$100 \$1,399** FE 50mm F1.8 G SEL1625G \$1,399** \$100 \$1,299** FE 24-105mm F2.8 G SEL24105G/2 \$1,399** \$200 \$1,299** FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,349** \$100 \$1,249** FE 24-50mm F2.8 G SEL2450G \$1,249** \$100 \$1,249** FE 24-50mm F2.8 G SEL2070G \$1,249** \$100 \$1,49** FE 20-70mm F4 G SEL20718G \$1,099** \$100 \$1,49** <t< td=""><td>FE 16-35mm F2.8 GM</td><td>SEL1635GM</td><td>\$2,19999</td><td>\$100</td><td>\$2,09999</td></t<> | FE 16-35mm F2.8 GM | SEL1635GM | \$2,19999 | \$100 | \$2,09999 |
| FE 14mm F1.8 GM SEL14F18GM \$1,749°° \$100 \$1,649°° FE 24mm F1.4 GM SEL24F14GM \$1,599°° \$100 \$1,499°° FE 35mm F1.4 GM SEL35F14GM \$1,599°° \$100 \$1,499°° FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499°° \$100 \$1,399°° FE 85mm F1.4 GM SEL85F14GM \$1,499°° \$100 \$1,399°° FE 50mm F1.4 GM SEL50F14GM \$1,499°° \$100 \$1,349°° FE 16-25mm F2.8 G SEL1625G \$1,399°° \$100 \$1,249°° FE 24-105mm F4 G OSS SEL24105G/2 \$1,349°° \$100 \$1,249°° FE 24-20mm F3.5-6.3 OSS SEL24105G/2 \$1,349°° \$100 \$1,249°° FE 24-50mm F4 G SEL1635G \$1,349°° \$100 \$1,249°° FE 24-50mm F2.8 G SEL2450G \$1,249°° \$100 \$1,249°° FE 20-70mm F4 G SEL2070G \$1,249°° \$100 \$1,49°° FE 20mm F1.8 G SEL20F18G \$1,049°° \$100 \$94°° FE 20m | FE 70–200mm F2.8 GM OSS | SEL70200GM | \$2,14999 | \$100 | \$2,04999 |
| FE 24mm F1.4 GM SEL24F14GM \$1,599** \$100 \$1,499** FE 35mm F1.4 GM SEL35F14GM \$1,599*** \$100 \$1,499** FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499*** \$100 \$1,399** FE 85mm F1.4 GM SEL85F14GM \$1,499*** \$100 \$1,399** FE 50mm F1.4 GM SEL50F14GM \$1,449*** \$100 \$1,349** FE 16-25mm F2.8 G SEL1625G \$1,399*** \$100 \$1,349** FE 24-105mm F4 G OSS SEL24105G/2 \$1,399*** \$100 \$1,249** FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,349*** \$100 \$1,249** FE 24-240mm F3.5-6.3 OSS SEL2420 \$1,349*** \$100 \$1,249** FE 24-50mm F2.8 G SEL2450G \$1,349*** \$100 \$1,249** FE 24-50mm F2.8 G SEL2450G \$1,299** \$100 \$1,249** FE 20-70mm F4 G SEL2070B \$1,099** \$100 \$1,49** FE 20mm F1.8 G SEL20F18G \$1,099** \$100 \$949** | FE 24–70mm F2.8 GM | SEL2470GM | \$1,79999 | \$200 | \$1,599 ⁹⁹ |
| FE 35mm F1.4 GM SEL35F14GM \$1,599*9 \$100 \$1,499*9 FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,499*9 \$100 \$1,399*9 FE 85mm F1.4 GM SEL85F14GM \$1,499*9 \$100 \$1,399*9 FE 50mm F1.4 GM SEL50F14GM \$1,449*9 \$100 \$1,349*9 FE 16-25mm F2.8 G SEL1625G \$1,399*9 \$100 \$1,249*9 FE 24-105mm F4 G OSS SEL24105G/2 \$1,399*9 \$200 \$1,199*9 FE 24-240mm F3.5-6.3 OSS SEL2420 \$1,349*9 \$100 \$1,249*9 FE 24-50mm F3.5 G SEL2420 \$1,349*9 \$100 \$1,249*9 FE 24-50mm F2.8 G SEL2450G \$1,299*9 \$100 \$1,249*9 FE 20-70mm F4 G SEL2070G \$1,249*9 \$100 \$1,149*9 FE 20-70mm F1.8 G SEL2070G \$1,249*9 \$100 \$1,149*9 FE 20mm F1.8 G SEL20F18G \$1,049*9 \$100 \$949*9 FE 20mm F1.8 G SEL24F28G \$99*9*9 \$200 \$749*9 FE 24mm F2. | FE 14mm F1.8 GM | SEL14F18GM | \$1,74999 | \$100 | \$1,649 ⁹⁹ |
| FE 70-300mm F4.5-5.6 G OSS SEL70300G \$1,49999 \$100 \$1,39999 FE 85mm F1.4 GM SEL85F14GM \$1,49999 \$100 \$1,39999 FE 50mm F1.4 GM SEL50F14GM \$1,44999 \$100 \$1,34999 FE 16-25mm F2.8 G SEL1625G \$1,39999 \$100 \$1,29999 FE 24-105mm F4 G OSS SEL24105G/2 \$1,39999 \$200 \$1,19999 FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,34999 \$100 \$1,24999 FE 27 16-35mm F4 G SEL91635G \$1,34999 \$100 \$1,24999 FE 24-50mm F2.8 G SEL2450G \$1,29999 \$100 \$1,24999 FE 20-70mm F4 G SEL2070G \$1,24999 \$100 \$1,14999 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,09999 \$100 \$94999 FE 20mm F1.8 G SEL20F18G \$1,04999 \$100 \$94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 | FE 24mm F1.4 GM | SEL24F14GM | \$1,59999 | \$100 | \$1,499 99 |
| FE 85mm F1.4 GM SEL85F14GM \$1,499°° \$100 \$1,399°° FE 50mm F1.4 GM SEL50F14GM \$1,449°° \$100 \$1,349°° FE 16-25mm F2.8 G SEL1625G \$1,399°° \$100 \$1,299°° FE 24-105mm F4 G OSS SEL24105G/2 \$1,399°° \$200 \$1,199°° FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,349°° \$100 \$1,249°° FE PZ 16-35mm F4 G SELP1635G \$1,349°° \$100 \$1,249°° FE 24-50mm F2.8 G SEL2450G \$1,299°° \$100 \$1,249°° FE 20-70mm F4 G SEL2070G \$1,249°° \$100 \$1,149°° Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,099°° \$100 \$99°° FE 20mm F1.8 G SEL20F18G \$1,049°° \$100 \$949°° Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$999°° \$200 \$799°° FE 35mm F1.8 SEL35F18F \$849°° \$100 \$749°° FE 24mm F2.8 G SEL40F25G \$799°° \$50 \$749°° FE 50mm | FE 35mm F1.4 GM | SEL35F14GM | \$1,59999 | \$100 | \$1,499 ⁹⁹ |
| FE 50mm F1.4 GM SEL50F14GM \$1,449*9 \$100 \$1,349*9 FE 16-25mm F2.8 G SEL1625G \$1,399*9 \$100 \$1,299*9 FE 24-105mm F4 G OSS SEL24105G/2 \$1,399*9 \$200 \$1,199*9 FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,349*9 \$100 \$1,249*9 FE PZ 16-35mm F4 G SELP1635G \$1,349*9 \$100 \$1,249*9 FE 24-50mm F2.8 G SEL2450G \$1,299*9 \$100 \$1,249*9 FE 20-70mm F4 G SEL2070G \$1,249*9 \$100 \$1,149*9 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,009*9 \$100 \$999*9 FE 20mm F1.8 G SEL20F18G \$1,049*9 \$100 \$949*9 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL24F0ZB \$999*9 \$200 \$799*9 FE 35mm F1.8 SEL35F18F \$849*9 \$100 \$749*9 FE 24mm F2.8 G SEL4F28G \$799*9 \$50 \$749*9 FE 50mm F2.5 G SEL50F25G \$699*9 \$50 \$749*9 FE 50mm F2.8 G< | FE 70-300mm F4.5-5.6 G OSS | SEL70300G | \$1,49999 | \$100 | \$1,39999 |
| FE 16-25mm F2.8 G SEL1625G \$1,39999 \$100 \$1,29999 FE 24-105mm F4 G OSS SEL24105G/2 \$1,39999 \$200 \$1,19999 FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,34999 \$100 \$1,24999 FE PZ 16-35mm F4 G SELP1635G \$1,34999 \$100 \$1,24999 FE 24-50mm F2.8 G SEL2450G \$1,24999 \$100 \$1,14999 FE 20-70mm F4 G SEL2070G \$1,24999 \$100 \$1,14999 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,09999 \$100 \$99999 FE 20mm F1.8 G SEL20F18G \$1,04999 \$100 \$94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$54999 FE 50mm F2.8 G SEL50F18F/2 \$27999 \$50 \$24999 E 16-55mm F2.8 G <td>FE 85mm F1.4 GM</td> <td>SEL85F14GM</td> <td>\$1,49999</td> <td>\$100</td> <td>\$1,39999</td> | FE 85mm F1.4 GM | SEL85F14GM | \$1,49999 | \$100 | \$1,39999 |
| FE 24-105mm F4 G OSS SEL24105G/2 \$1,39999 \$200 \$1,19999 FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,34999 \$100 \$1,24999 FE PZ 16-35mm F4 G SELP1635G \$1,34999 \$100 \$1,24999 FE 24-50mm F2.8 G SEL2450G \$1,29999 \$100 \$1,19999 FE 20-70mm F4 G SEL2070G \$1,24999 \$100 \$1,19999 FE 20-70mm F4 G SEL2070G \$1,24999 \$100 \$1,19999 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,09999 \$100 \$99999 FE 20mm F1.8 G SEL20F18G \$1,04999 \$100 \$94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F18F/2 \$27999 \$50 \$54999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$54999 E 16-55mm F2.8 G | FE 50mm F1.4 GM | SEL50F14GM | \$1,44999 | \$100 | \$1,349 ⁹⁹ |
| FE 24-240mm F3.5-6.3 OSS SEL24240 \$1,34999 \$100 \$1,24999 FE PZ 16-35mm F4 G SELP1635G \$1,34999 \$100 \$1,24999 FE 24-50mm F2.8 G SEL2450G \$1,29999 \$100 \$1,19999 FE 20-70mm F4 G SEL2070G \$1,24999 \$100 \$1,14999 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,09999 \$100 \$99999 FE 20mm F1.8 G SEL20F18G \$1,04999 \$100 \$94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL50F25G \$69999 \$50 \$74999 FE 50mm F1.8 SEL50F25G \$69999 \$50 \$54999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL70350G \$1,09999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS | FE 16-25mm F2.8 G | SEL1625G | \$1,39999 | \$100 | \$1,29999 |
| FE PZ 16–35mm F4 G FE 24-50mm F2.8 G SEL2450G SEL2450G S1,29999 S100 S1,19999 FE 20-70mm F4 G SEL2070G S1,24999 S100 S1,14999 Sonnar FE 55mm F1.8 ZA SEL55F18Z S1,09999 S100 S99999 FE 20mm F1.8 G SEL20718G S1,04999 S100 S94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB S99999 S200 S79999 FE 35mm F1.8 SEL35F18F S84999 S100 S74999 FE 24mm F2.8 G SEL24F28G S79999 S50 S74999 FE 40mm F2.5 G SEL40F25G SEL50F25G SEL5 | FE 24–105mm F4 G OSS | SEL24105G/2 | \$1,39999 | \$200 | \$1,19999 |
| FE 24-50mm F2.8 G SEL2450G \$1,299°9 \$100 \$1,199°9 FE 20-70mm F4 G SEL2070G \$1,249°9 \$100 \$1,149°9 Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,099°9 \$100 \$999°9 FE 20mm F1.8 G SEL20F18G \$1,049°9 \$100 \$949°9 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$999°9 \$200 \$799°9 FE 35mm F1.8 SEL35F18F \$849°9 \$100 \$749°9 FE 24mm F2.8 G SEL24F28G \$799°9 \$50 \$749°9 FE 40mm F2.5 G SEL40F25G \$799°9 \$50 \$749°9 FE 50mm F1.8 SEL50F25G \$699°9 \$50 \$649°9 FE 50mm F1.8 SEL50F18F/2 \$279°9 \$50 \$229°9 E 16-55mm F2.8 G SEL50F18F/2 \$279°9 \$50 \$1,599°9 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,199°9 \$100 \$1,099°9 E 15mm F1.4 G SEL515F14G \$949°9 \$100 \$849°9 E PZ 10-20mm F4 G SELP18105G \$949°9 \$100 \$849°9 E 11mm F1.8 | FE 24-240mm F3.5-6.3 OSS | SEL24240 | \$1,34999 | \$100 | \$1,249 ⁹⁹ |
| FE 20-70mm F4 G SEL2070G \$1,249*** \$100 \$1,149*** Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,099*** \$100 \$999** \$999** \$100 \$999** \$100 \$949** Vario-Tessar T* FE 24-70mm F4 ZA OSS FE 20mm F1.8 SEL2070ZB \$999** \$200 \$799** \$100 \$749** FE 24mm F2.8 G SEL24F28G \$799** \$50 \$749** FE 40mm F2.5 G SEL40F25G \$50mm F1.8 SEL50F18F/2 \$279** \$50 \$649** E 50mm F1.8 SEL50F18F/2 \$279** \$50 \$1,099** \$50 \$1,099** \$100 \$1,599** E 15-55mm F1.8 G SEL50F14G \$949** \$100 \$1,099** \$100 \$1,099** E 15mm F1.4 G SEL5F14G \$949** \$100 \$849** E PZ 10-20mm F4 G OSS SELP18105G \$849** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$50 \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$649** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640** \$640 | FE PZ 16–35mm F4 G | SELP1635G | \$1,34999 | \$100 | \$1,249 ⁹⁹ |
| Sonnar FE 55mm F1.8 ZA SEL55F18Z \$1,099*** \$100 \$999*** FE 20mm F1.8 G SEL20F18G \$1,049*** \$100 \$949*** Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$999*** \$200 \$799*** FE 35mm F1.8 SEL35F18F \$849**** \$100 \$749*** FE 24mm F2.8 G SEL24F28G \$799**** \$50 \$749*** FE 40mm F2.5 G SEL40F25G \$799**** \$50 \$749*** FE 50mm F2.5 G SEL50F25G \$699**** \$50 \$649*** FE 50mm F1.8 SEL50F18F/2 \$279**** \$50 \$229*** E 16-55mm F2.8 G SEL1655G \$1,699**** \$100 \$1,599*** E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,199**** \$100 \$1,099*** E 15mm F1.4 G SEL15F14G \$949*** \$100 \$849*** E PZ 10-20mm F4 G SELP1020G \$949*** \$100 \$849*** E PZ 18-105mm F4 G OSS SEL11F18 \$699*** \$50 \$649*** E 11mm F1.8 SEL11F18 \$699**** \$50 \$649*** <td>FE 24-50mm F2.8 G</td> <td>SEL2450G</td> <td>\$1,29999</td> <td>\$100</td> <td>\$1,19999</td> | FE 24-50mm F2.8 G | SEL2450G | \$1,29999 | \$100 | \$1,19999 |
| FE 20mm F1.8 G SEL20F18G \$1,04999 \$100 \$94999 Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1805G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 20-70mm F4 G | SEL2070G | \$1,24999 | \$100 | \$1,149 ⁹⁹ |
| Vario-Tessar T* FE 24-70mm F4 ZA OSS SEL2470ZB \$99999 \$200 \$79999 FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | Sonnar FE 55mm F1.8 ZA | SEL55F18Z | \$1,09999 | \$100 | \$999 ⁹⁹ |
| FE 35mm F1.8 SEL35F18F \$84999 \$100 \$74999 FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 20mm F1.8 G | SEL20F18G | \$1,04999 | \$100 | \$94999 |
| FE 24mm F2.8 G SEL24F28G \$79999 \$50 \$74999 FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | Vario-Tessar T* FE 24-70mm F4 ZA OSS | SEL2470ZB | \$99999 | \$200 | \$ 799 ⁹⁹ |
| FE 40mm F2.5 G SEL40F25G \$79999 \$50 \$74999 FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 35mm F1.8 | SEL35F18F | \$84999 | \$100 | \$749 ⁹⁹ |
| FE 50mm F2.5 G SEL50F25G \$69999 \$50 \$64999 FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 24mm F2.8 G | SEL24F28G | \$79999 | \$50 | \$749 99 |
| FE 50mm F1.8 SEL50F18F/2 \$27999 \$50 \$22999 E 16-55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70-350mm F4.5-6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10-20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18-105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 40mm F2.5 G | SEL40F25G | \$79999 | \$50 | \$749 ⁹⁹ |
| E 16–55mm F2.8 G SEL1655G \$1,69999 \$100 \$1,59999 E 70–350mm F4.5–6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10–20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18–105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 50mm F2.5 G | SEL50F25G | \$69999 | \$50 | \$64999 |
| E 70–350mm F4.5–6.3 G OSS SEL70350G \$1,19999 \$100 \$1,09999 E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10–20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18–105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | FE 50mm F1.8 | SEL50F18F/2 | \$27999 | \$50 | \$229 ⁹⁹ |
| E 15mm F1.4 G SEL15F14G \$94999 \$100 \$84999 E PZ 10–20mm F4 G SELP1020G \$94999 \$100 \$84999 E PZ 18–105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | E 16–55mm F2.8 G | SEL1655G | \$1,69999 | \$100 | \$1,59999 |
| E PZ 10–20mm F4 G SELP1020G \$949 ⁹⁹ \$100 \$849 ⁹⁹ E PZ 18–105mm F4 G OSS SELP18105G \$849 ⁹⁹ \$100 \$749 ⁹⁹ E 11mm F1.8 SEL11F18 \$699 ⁹⁹ \$50 \$649 ⁹⁹ | E 70–350mm F4.5–6.3 G OSS | SEL70350G | \$1,19999 | \$100 | \$1,09999 |
| E PZ 18–105mm F4 G OSS SELP18105G \$84999 \$100 \$74999 E 11mm F1.8 SEL11F18 \$69999 \$50 \$64999 | E 15mm F1.4 G | SEL15F14G | \$94999 | \$100 | \$84999 |
| E 11mm F1.8 SEL11F18 \$699 ⁹⁹ \$50 \$649 ⁹⁹ | E PZ 10–20mm F4 G | SELP1020G | \$94999 | \$100 | \$84999 |
| | E PZ 18–105mm F4 G OSS | SELP18105G | \$84999 | \$100 | \$749 99 |
| E 35mm F1.8 OSS SEL35F18 \$599 ⁹⁹ \$50 \$549⁹⁹ | E 11mm F1.8 | SEL11F18 | \$69999 | \$50 | \$649 ⁹⁹ |
| | E 35mm F1.8 OSS | SEL35F18 | \$59999 | \$50 | \$549 ⁹⁹ |

APS-C **E-Mount Lenses**



| FE 50mm F1.8 | SEL50F18F/2 | \$27999 | \$50 | \$229 ⁹⁹ |
|------------------------------|-------------|-----------|-------|-----------------------------|
| E 16–55mm F2.8 G | SEL1655G | \$1,69999 | \$100 | \$1,59999 |
| E 70–350mm F4.5–6.3 G OSS | SEL70350G | \$1,19999 | \$100 | \$1,099 ⁹⁹ |
| E 15mm F1.4 G | SEL15F14G | \$94999 | \$100 | \$8 49 ⁹⁹ |
| E PZ 10–20mm F4 G | SELP1020G | \$94999 | \$100 | \$8 49 ⁹⁹ |
| E PZ 18–105mm F4 G OSS | SELP18105G | \$84999 | \$100 | \$749 99 |
| E 11mm F1.8 | SEL11F18 | \$69999 | \$50 | \$649 ⁹⁹ |
| E 35mm F1.8 OSS | SEL35F18 | \$59999 | \$50 | \$549 ⁹⁹ |
| E 50mm F1.8 OSS - All Colors | SEL50F18 | \$44999 | \$50 | \$399 ⁹⁹ |
| E 30mm F3.5 Macro | SEL30M35 | \$39999 | \$50 | \$3 49 ⁹⁹ |

Accessories

Instant Savings December 1-7, 2025



DI Accessories



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|-----------------------------------------------------------------------|-----------|------------------|---------------|--------------------------------|
| Digital Shotgun Microphone | ECMB10 | \$27999 | \$50 | \$ 229 ⁹⁹ |
| Shotgun microphone for Multi interface shoe w/Digital audio interface | ECMB1M | \$38999 | \$50 | \$33999 |
| Digital Shotgun Microphone | ECMM1 | \$38999 | \$50 | \$33999 |
| Wireless Streaming Microphone | ECMS1 | \$41999 | \$150 | \$26999 |
| Digital Bluetooth Wireless Microphone | ECMW2BT | \$27999 | \$120 | \$ 159 ⁹⁹ |
| Dual-channel Wireless Microphone | ECMW3 | \$56999 | \$280 | \$28999 |
| Single-channel Wireless microphone | ECMW3S | \$34999 | \$120 | \$22999 |
| External Battery Adaptor for Flash | FAEBA1 | \$29999 | \$50 | \$24999 |
| Wireless Bluetooth® Shooting Grip and Tripod - White | GPVPT2BTW | \$13999 | \$10 | \$ 129 ⁹⁹ |
| Wireless Radio Flash (Guide Number 46) | HVLF46RMA | \$54999 | \$50 | \$49999 |
| Wireless Radio Flash (Guide Number 60) | HVLF60RM2 | \$69999 | \$50 | \$64999 |
| Vertical Grip for α9, α7R III, α7 III | VGC3EM | \$41999 | \$50 | \$36999 |
| Vertical Grip for α9 II, α7R IV, α7R V, α1, α7 IV, α7S III | VGC4EM | \$45999 | \$50 | \$40999 |
| XLR Adaptor Kit for Multi interface shoe w/Digital audio interface | XLRK3M | \$65999 | \$50 | \$60999 |
| | | | | |

Recording Media

Instant Savings December 1-7, 2025



Media



| Product | Model # | Selling Price | IR Savings | Selling Price After Savings |
|--------------------------------------------|------------|---------------------|---------------|--------------------------------|
| CFexpress Type A TOUGH 160GB | CEAG160T | \$39999 | \$150 | \$24999 |
| CFexpress Type A TOUGH 240GB | CEAG240T | \$25999 | \$20 | \$ 239 ⁹⁹ |
| CFexpress Type A TOUGH 480GB | CEAG480T | \$35999 | \$25 | \$ 334 ⁹⁹ |
| CFexpress Type A TOUGH 960GB | CEAG960T | \$584 ⁹⁹ | \$45 | \$ 539 ⁹⁹ |
| CFexpress Type A TOUGH 1920GB | CEAG1920T | \$94999 | \$70 | \$87999 |
| CFexpress Type A TOUGH 960GB | CEAM960T | \$74999 | \$290 | \$45999 |
| CFexpress Type B TOUGH 240GB | CEBG240T | \$19999 | \$42 | \$ 157 ⁹⁹ |
| CFexpress Type B TOUGH 480GB | CEBG480T | \$31999 | \$78 | \$ 241 ⁹⁹ |
| CFexpress Type B TOUGH 960GB | CEBG960T | \$99999 | \$540 | \$45999 |
| CFexpress Type B TOUGH 1920GB | CEBG1920T | \$1,99999 | \$1,100 | \$89999 |
| UHS-II SD E series Memory Card 256GB | SFE256/T2 | \$9999 | \$20 | \$ 79 ⁹⁹ |
| TOUGH G series UHS-II SD Memory Card 64GB | SFG64T/T1 | \$10999 | \$30 | \$ 79 ⁹⁹ |
| TOUGH G series UHS-II SD Memory Card 128GB | SFG128T/T1 | \$20999 | \$70 | \$13999 |
| TOUGH G series UHS-II SD Memory Card 256GB | SFG256T/T1 | \$39999 | \$140 | \$25999 |
| TOUGH M series UHS-II SD Memory Card 128GB | SFM128T/T1 | \$6999 | \$10 | \$5999 |
| TOUGH M series UHS-II SD Memory Card 256GB | SFM256T/T1 | \$12999 | \$42 | \$8799 |
| TOUGH M series UHS-II SD Memory Card 512GB | SFM512T/T1 | \$22999 | \$68 | \$ 161 ⁹⁹ |
| UHS-II SD M series Memory Card 128GB | SFM128/T2 | \$6499 | \$4 | \$6099 |
| UHS-II SD M series Memory Card 256GB | SFM256/T2 | \$11999 | \$25 | \$ 94 99 |
| UHS-II SD M series Memory Card 512GB | SFM512/T2 | \$22499 | \$50 | \$ 174 ⁹⁹ |
| UHS-II SDXC E series Memory Card 64GB | SFE64A | \$2999 | \$3 | \$ 26 ⁹⁹ |
| UHS-II SDXC E series Memory Card 128GB | SFE128A | \$4499 | \$8 | \$3699 |
| CFexpress Type A Card Reader | MRWG3 | \$149 ⁹⁹ | \$15 | \$ 134 ⁹⁹ |

Bundles

Instant Savings December 1-7, 2025



lpha Bundles

| Bundle | With | Additional Savings |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| All Compatible ILC Models (Body or Kit) | SEL50F18F/2* | \$30 |
| All Compatible ILC Models (Body or Kit) | SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G* | \$50 |
| All Compatible ILC Models (Body or Kit) | SEL1655G, SEL55210/B, SEL2070G, SEL24105G/2, SEL2470GM, SEL70200GM OR SEL50F14GM | \$100 |
| All Compatible ILC Models (Body or Kit) | SEL2860* | \$200 |
| SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2 | SEL14TC OR SEL20TC* | \$200 |
| α7R V, α7R IV, α1, α1 II <mark>OR</mark> α9ΙΙΙ | SEL300F28GM* | \$300 |
| α7R V, α7R IV, α1, α1 II <mark>OR</mark> α9ΙΙΙ | SEL100400GM, SEL200600G, SEL50F12GM, SEL1635GM2, SEL70200GM2 OR SEL2470GM2* | \$100 |
| All CFE-A Combatible Cameras | CEAG80T CFexpress Type A (80GB)* | \$20 |
| All CFE-A Combatible Cameras | CEAG160T CFexpress Type A (160GB)* | \$100 |
| All CFF-A Combatible Cameras | CFAG240T CFexpress Type A (240GB)* | \$50 |

Accessories, Point and Shoot, and Media Bundles



| All compatible ite woders (body of kit) | 3LL2000 | \$200 |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------|
| SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2 | SEL14TC OR SEL20TC* | \$200 |
| α7R V, α7R IV, α1, α1 II <mark>OR</mark> α9ΙΙΙ | SEL300F28GM* | \$300 |
| α7R V, α7R IV, α1, α1 II OR α9ΙΙΙ | SEL100400GM, SEL200600G, SEL50F12GM, SEL1635GM2, SEL70200GM2 OR SEL2470GM2* | \$100 |
| All CFE-A Combatible Cameras | CEAG80T CFexpress Type A (80GB)* | \$20 |
| All CFE-A Combatible Cameras | CEAG160T CFexpress Type A (160GB)* | \$100 |
| All CFE-A Combatible Cameras | CEAG240T CFexpress Type A (240GB)* | \$50 |
| All CFE-A Combatible Cameras | CEAG480T CFexpress Type A (480GB)* | \$50 |
| All ILC Models | SFG256T/T1 Tough (256GB)* | \$50 |
| All ILC Models | SFG128T/T1 Tough (128GB) | \$25 |
| All DSC AND Non FF APS-C | Vlogger Accessory Kit (ACCVC1)* | \$50 |
| All ILC AND FX Cameras | Digital Shotgun Microphone (ECMB10.UC)* | \$50 |
| All Compatible ILC AND DSC Cameras | Vlogger Shotgun Microphone (ECMG1.SYU)* | \$50 |
| All ILC Cameras (Body or Kit) | Digital Shotgun Microphone (ECMB1M.UC)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC4EM)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC3EM)* | \$50 |
| All ILC Models (Body or Kit) | Digital Shotgun Microphone (ECMB10.UC)* | \$50 |
| All ILC FF High Cameras | Wireless Radio Flash (HVL-F60RM2)* | \$50 |
| All Compatible ILC Cameras | Vertical Grip (VGC5)* | \$100 |
| All ILC Models (Body or Kit) | Wireless Radio Flash (HVLF46RM.UC OR HVLF46RMA.UC)* | \$50 |
| All ZV Series (White) Camera | GPVPT2BTW.UC (white) grip | \$50 |
| All compatible compact ILC/DSC/ZV models | Remote Grip (GPVPT3B.UC OR GPVPT3W.UC) | \$50 |